

Employer Branding through Social Media: Decoding the Symbolic Attributes of an Ideal Employer

Rashmi Chauhan¹, Rachna Kathuria²

¹Assistant Professor, New Delhi Institute of Management, Delhi, India

²Professor, New Delhi Institute of Management

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ABSTRACT

This research report examines the impact of social media on employer branding, particularly in the context of attracting and engaging the next generation of professionals. Traditional employer branding strategies have evolved to embrace the dynamic nature of social media and incorporate elements of marketing, psychology and social science to create authentic and resonant content. This study explores the nature of symbolic factors such as credibility and the embeddedness of organizational perceptions among emerging scholars. It also examines the role of social media in promoting a sense of community and belonging and supporting people in making career decisions. We discuss key issues influencing HR practices in social media employer branding, including audience segmentation, visual storytelling, employee engagement, and online reputation management. The report highlights the importance of aligning employer branding programs with the values and aspirations of the future workforce to remain competitive in talent acquisition. By strategically integrating social media into the hiring process and adhering to ethical standards, organizations can create compelling messages that resonate with emerging professionals and create an employer brand. strong, good in the digital world.

Keywords: strong, good, symbolic, segmentation, visual storytelling, employee.

INTRODUCTION

In today's digital environment, social media has changed the way people interact, communicate and search for information. This shift extends beyond personal interactions and includes professional areas, particularly in the areas of job hunting and employer evaluation. As emerging professionals increasingly turn to social media as a primary source of information and inspiration, the importance of an employer's social media brand becomes a key factor shaping their perceptions and decisions in the job market. This presentation sets the stage for an in-depth exploration of the exciting world of social media employer branding, focusing on how the next generation of job seekers see and connect with organizations on these platforms.

The employer branding landscape has evolved significantly. . . in recent years, fueled by the digital revolution and changing priorities of the emerging workforce. Traditional approaches to employer branding that focus on corporate communication and recruitment advertising have given way to more dynamic and interactive strategies that harness the power of social media. In this context, it is important to understand the tactics that organizations use to build their employer brand stories on social media. This research uses a multidisciplinary approach, using insights from fields such as marketing, psychology and the social sciences to explore the complexities of employer branding in social media.

Central to this study is the exploration of the symbolic elements that attract, fascinate and resonate with them as they begin their job search. Beyond the superficial aspects of branding such as logos and slogans, this study explores the deeper meanings and values that underlie effective employer branding on social media. Values such as authenticity, purpose, sustainability and inclusion are emerging as important components of a strong employer brand, reflecting the evolving priorities of the next generation of professionals.

In addition, this study examines how social media platforms serve to foster a sense of community and belonging among emerging professionals. In an increasingly interconnected world, social media gives people the opportunity to not only gather information about potential employers, but also connect with like-minded people and gain insight into organizational culture and work environments. By applying the collective wisdom and experience of social media, emerging professionals can make more informed decisions about their career paths.

Social media platforms have fundamentally changed the practice of human resources (HR), especially in the area of employer branding. Effective use of social media can have a significant impact on how organizations are perceived by potential candidates and current employees. Here are some of the key factors influencing the HR practice of employer branding through social media platforms.

Audience segmentation and targeting:

Social media platforms offer advanced targeting and segmentation capabilities that enable HR professionals to tailor their employer brand messages to specific demographics, occupations and interests, and geographic locations. By understanding their target audience, HR can create content that resonates with potential candidates and promotes a strong employer brand.

Visual content and storytelling:

Visual content such as videos, images and infographics play a vital role in employer branding on social media platforms. . . HR can use visual storytelling to showcase an organization's culture, values and employee experiences in an engaging and authentic way. This helps create an emotional connection with the audience and increases the attractiveness of the employer brand.

Employee Engagement and Engagement:

Employees are effective advocates for their organization on social media platforms. HR can encourage employees to share their experiences, achievements and insights from their personal profiles, which strengthens the employer brand and reaches a wider audience. Employee-generated content adds authenticity and credibility to the employer brand and increases employee pride and engagement.

Consistent brand communication across platforms:

Consistency is the key to effective employer branding on social media platforms. HR professionals must ensure that the brand message, tone and images of the organization remain consistent across all platforms. This helps reinforce the brand image and values of the organization and ensures a consistent and memorable experience for the public.

Candidates and engagement:

Social media platforms enable direct engagement and communication between employers and candidates. HR can respond to comments, messages and inquiries in a timely and personal manner, promoting a positive candidate experience and building a relationship with potential candidates. Social media interaction with candidates also gives HR professionals the opportunity to answer potential concerns or questions and provide important information about job opportunities and the organization.

Online reputation monitoring and management:

Social media platforms provide HR professionals with valuable information about the organization's operations. . . seen by the public. HR professionals should actively monitor mentions, comments and reviews on social media platforms to gauge sentiment, identify potential issues and concerns, and respond accordingly. By effectively managing their online reputation, organizations can protect and enhance their employer brand.

Analyze data and measure performance:

Using data analytics available on social media platforms, HR professionals can track the performance of their employer brand and measure its impact. Metrics such as engagement rate, reach and opinion polls provide valuable insight into the effectiveness of various content strategies and campaigns. By analyzing these metrics, HR can identify areas for improvement and refine their employer branding strategies to achieve better results.

Adapting to platform trends and features:

Social media platforms are constantly evolving and new trends, features and algorithms emerge regularly. HR professionals need to stay abreast of the latest platform trends and innovations and adjust their employer branding strategy accordingly. By taking advantage of new features like live videos, stories and polls, HR can keep their employer brand fresh and engage with the public.

Integration with recruiting processes:

Employer branding on social media platforms should be closely integrated with organizational recruiting processes. HR professionals can use social media platforms to promote jobs, showcase the organization's

work culture, and attract top talent. By aligning employer branding efforts with recruitment goals, organizations can create a seamless and engaging candidate experience from initial engagement to training.

Compliance and Ethical Considerations:

HR professionals must adhere to relevant laws, regulations and ethical standards when conducting employer branding on social media platforms. This includes ensuring compliance with data protection regulations, avoiding discriminatory practices and maintaining transparency in dealing with applicants. By following ethical standards and promoting diversity and inclusion in their employer branding efforts, organizations can build trust and credibility in the public eye.

Finally, social media platforms provide HR professionals with powerful tools to promote employer branding and attract top talent. By considering these key factors and adopting strategic approaches to employer branding on social media, organizations can differentiate themselves from competitors and create a strong and positive employer brand that resonates with their target audience.

However, the importance of an employer's social media brand is not just about disseminating information; it extends to shaping the attitudes, expectations and goals of the next generation of professionals. As this study highlights, organizations that fail to align their branding initiatives with the ideals and goals of their future workforce are at risk of being overlooked in a highly competitive environment. Thus, there is an urgent need for companies to create compelling and authentic social media stories that resonate with the aspirations and values of emerging professionals.

In summary, this introduction provides an overview of social media's critical role in influencing employer brand attitudes and behaviours of the current workforce. By harnessing the power of social media to create compelling stories and drive meaningful engagement, organizations can stand out from competitors in an increasingly crowded talent market. This research aims to provide valuable insights and practical advice to companies looking to navigate the complexities of employer social media branding and attract top talent in the digital age.

LITERATURE REVIEW

Brands are among a company's most valuable assets, hence brand management is an important function in a variety of companies. Employer branding refers to the application of branding ideas to human resource management. Employer branding represents a firm's efforts to promote, both within and outside the firm, a clear view of what makes it different and desirable as an employer (Backhaus & Tikoo, 2004). The contemporary workforce landscape has witnessed a paradigm shift in how organizations are perceived as employers. The concept of employer branding has recently become a prominent topic in the human resources management field (Alniacik et al., 2014).

The term "employer brand" was coined by Ambler and Barrow (1996) in their seminal study. Employer branding arose as a consequence of the application of marketing ideas to human resource management. Employer brand is defined as "the package of functional, economic and psychological benefits provided by employment, and identified with the employing company" (Ambler & Barrow, 1996, p. 17). These authors suggest that just like a consumer brand, an employer brand possesses a personality and an image in the mind of the labour market, which can create tight bonds between the brand and its workforce (Fernandez-Lores, Gavilan, Avello, & Blasco, 2015).

Employer branding has several facets, with a particular emphasis on the influence of social media. The main challenges under evaluation are the dynamics of employer brand, the function of person-organization fit, generational views, and the expanding effect of social media on workplace attractiveness. Through its influence on individual, team, and organisational engagement, employer branding aids in the retention of brilliant personnel, the development of trust in leadership, and the development of stronger bonding links. Favourable employer branding can reduce recruitment costs by improving recruitment performance (Barrow & Mosley, 2005; Berthon, Ewing, & Hah, 2005). The brand must be able to differentiate itself, generate loyalty, satisfy potential prospects, and make an emotional connection with them. Thus, the value of a brand is associated with its degree of awareness/recognition and the image it conveys to people, and new potential candidates (Reis & Braga, 2016).

In terms of branding the organisation to potential workers, social media may play an important part in the recruiting process. The use of social media for organisations has benefits such as free, unlimited use and shorter response time with respect to contact and activities (Furu, 2011).

Concerning the dynamic nature of social media, organisations may express true narratives, harness employee advocacy, and communicate transparently. As organisations negotiate the changing world of employer branding via social media, a detailed grasp of these symbolic traits becomes critical for developing a compelling and resonant employer brand image. The study should delve deeper into the

complexities of this symbiotic connection, giving actionable insights for organisations looking to excel at recruiting and keeping top people through effective social media branding campaigns.

RESEARCH METHODOLOGY

Objective

The main purpose of this study is to thoroughly investigate the importance of various variables in forming the perception of an ideal employer when branding a company on social media platforms. Considering the different experience levels of employees, this study attempts to provide a nuanced view of the role of social media in employer branding strategies.

Variables:

Diversity and Inclusion:

This variable refers to the scope of the operations of the company. . promote diversity and inclusion initiatives through our social media presence, including showcasing diverse talent, highlighting inclusive practices and sharing success stories related to diversity efforts.

Workplace culture:

Workplace culture includes the values, norms and practices of the organization In social media, this variable can include content related to employee engagements, team building events, organizational values, and employee stories about their experiences at the company.

Rewards and Recognition:

This variable focuses on how companies use social media platforms to reward and to recognize reward employee achievements, milestones and contributions. This could include sharing employee success stories, highlighting award ceremonies, or showcasing employee recognition events.

Employee Generated Content:

Employee Generated Content refers to content created and shared by employees themselves, such as testimonials, behind-the-scenes looks. . . or personal stories about their journey within the company. This variable examines the impact of such content on the employer's brand image on social media.

Audience engagement:

Audience engagement reflects how much a company interacts with its social media, answering surveys and asking for feedback. and promotes meaningful conversations. This variable assesses the role of active engagement in strengthening employer branding efforts.

Research Hypotheses:

Diversity and Inclusion:

H0: There is no significant relationship between different levels of employee experience with employer social media diversity and inclusion content.

H1: There is a significant relationship between employees. Different levels of employees' experience with employer social media diversity and inclusion content, indicating that experience influences perceptions of diversity and inclusion efforts.

Workplace culture:

H0: There is no significant relationship between different levels of experience. employees in relation to the content of the employer's workplace culture on social media.

H1: There is a significant relationship between the different levels of employee experience with the content of the employer's workplace culture on social media, suggesting that experience influences perceptions of organizational culture on social media.

Rewards and recognition:

H0: There is no significant relationship between the different levels of employee experience between levels in relation to the reward and recognition content of the employer.

H1: There is a significant relationship between different levels of experience . . employee reward and recognition content from employers on social media, showing that experiences influence perceptions of recognition efforts.

Employee-generated content:

H0: There is no significant relationship between different employee experience levels and employee-generated content on employer social networks.

H1: There is no significant relationship between different experience levels. to employees through the employer's social media. Employer-generated employee-generated content in social media, suggesting that experience affects engagement with employee-generated content.

Communicating with the audience:

H0: There is no significant relationship between different experiences of employees in interacting with the public. employer's social media.

H1: There is a significant relationship between different experiences of employees when interacting with the employer and the public on social media, indicating that experiences influence public engagement on social media platforms.

Sampling Plan:

Sample Size: A total of 113 participants will be included in the study.

Sampling Method: The sampling method will be used to ensure representation of different experience levels, including job seekers (MBA Freshers), people with 1 -2 years of experience and those with more than 2 years of experience.

Population: The population of this study consists of individuals who actively interact with social media platforms, including potential job seekers and employees with diverse experience.

Research design: This study uses a cross-sectional study that collects data at one point in time and examines the experience of the relationship between level and employer brand variables. Data is collected electronically or through surveys conducted through social media platforms.

Relevance of the study:

Understanding the importance of different employer branding variables on social media platforms is critical for organizations seeking to attract and retain top talent. talent competition in the labour market. By analyzing the perceptions of employees with different experience levels, this study aims to provide actionable insights that can inform and improve employer branding strategies tailored to different demographic segments and experience levels.

Ethical Considerations:

Informed consent: Prior to data collection, participants will receive clear and thorough information about the purpose, procedures, and potential risks and benefits of the study. Participants are asked to give voluntary consent so that they understand their rights and the nature of their participation in the study.

Anonymity and Confidentiality: privacy of participants is strictly protected during the research process. All information collected is kept confidential and anonymous so that no individuals can be identified. Data will be kept secure and accessible only to authorized researchers.

Voluntary participation: Study participation is completely voluntary and participants have the right to withdraw from the study at any time without consequence. No coercion or undue influence will be used to compel individuals to participate.

Protection of vulnerable groups: special attention is given to the protection of vulnerable groups, such as individuals who have limited understanding of the research process or who may be vulnerable to coercion. Steps will be taken to protect their rights and well-being.

Fair treatment: All participants will be treated with respect, fairness and impartiality throughout the research process. Discrimination or prejudice based on factors such as age, gender, race, ethnic background, religion or socio-economic status will not be accepted.

Profile and harmlessness: The purpose of the study is to advance knowledge in the field. on employer branding and social media marketing. Researchers seek to maximize the potential benefit of research while minimizing potential risk or harm to participants.

Compliance with ethical guidelines: Research follows relevant ethical guidelines and regulations established by Institutional Review Boards (IRBs) and professional organizations. . All ethical issues that arise during the research will be dealt with promptly and openly

Considering these ethical considerations in the research process, the research aims to adhere to the highest standards of honesty, respect and responsibility to the participants. and elsewhere. community.

Limitations

Sample size and generalizability: The study used a sample size of 113 respondents, which may limit the generalizability of the results to wider populations. Further research with larger and more diverse samples may provide deeper insights into the relationship between level of social media experience and perceptions of employee branding content.

Cross-sectional design: The study used a cross-sectional survey and collected data from a single point on time. This design limitation prevents causal relationships between variables and prevents examination of changes in outcomes over time.

Self-report bias: Data collected was based on respondents' self-reported perceptions and attitudes, which may be biased, such as social desirability bias or response bias. Future research may include objective measures or multiple data sources to mitigate potential biases.

Research instrument: The research instrument used in this study may have limitations in capturing all factors that influence employee perceptions of employer brand content on social media. Refining survey questions and including qualitative methods can provide a more detailed understanding of the topic.

Limited variables: Although this study focused on five key variables related to employer branding on social media, other factors may influence employee perceptions, which were not investigated. Future research could examine additional variables that provide a more comprehensive understanding of the topic.

Contextual Factors: Contextual factors such as type of industry, size of organization, or geographic location may affect the results of this study. These factors were not considered separately in the analysis and may affect the generalizability of the results.

Statistical assumptions: The chi-square tests used in the analysis are based on certain assumptions such as the independence of observations and expected number of cells. Violation of these assumptions can affect the validity of statistical tests and the interpretation of results.

Variables: Although the study examined five important variables related to social media employer branding, there may be other dimensions of employer branding that were not investigated. Future research could consider a wider sample to gain a deeper understanding of the topic.

Despite these limitations, this study provides valuable information about employees' level of experience and perceptions of employer brand content on social media. Addressing these limitations in future research projects may further improve our understanding of this complex and dynamic phenomenon.

Results and Finding

Variable 1: Diversity and Inclusion

Findings: The Diversity and Inclusion Variable examines the relationship between employee perceptions of diversity and inclusion initiatives in social media and their varying levels of experience within the organization.

Chi-Square Test Results:

- Pearson Chi-Square Value: 20.230
- Degrees of Freedom (df): 8
- Asymptotic Significance (2-sided): 0.009

Interpretation:

The Pearson Chi-Square test statistic for diversity and inclusion is 20.230 with 8 degrees of freedom. This value indicates a significant relationship between employee experience level and employer perception of social media diversity and inclusion.

The associated p-value (0.009) is less than the usual significance level of 0.05, indicating strong evidence against the null hypothesis. Therefore, we reject the null hypothesis that there is no relationship between the level of experience of employees and their attitude towards diversity and inclusion initiatives presented in social networks.

Conclusion:

Based on the results of the chi-square test, it can be concluded that the level of experience plays an important role in the perception of employees about diversity and inclusion efforts in social media platforms. This finding underscores the importance of organizations adapting their diversity and inclusion messages on social media to effectively respond to employees with diverse backgrounds. It also emphasizes the need for organizations to prioritize diversity and inclusion initiatives and ensure they are effectively communicated through social media to increase employee engagement and foster an inclusive work environment.

Variable 2: Workplace Culture

Findings: The variable "Workplace Culture" examines the possible relationship between employees' perceptions of social media workplace culture content and their different experiences within the organization.

Chi-Square Test Results:

- Pearson Chi-Square Value: 10.900
- Degrees of Freedom (df): 8
- Asymptotic Significance (2-sided): 0.207

Interpretation:

The Pearson Chi-Square test statistic for workplace culture is 10,900 with 8 degrees of freedom. The associated p-value is 0.207, which is greater than the usual significance level of 0.05. This suggests that there is no significant relationship between the level of employee experience and the perception of workplace culture content in social media.

Similarly, the likelihood ratio test yielded a non-significant result with a chi-square value of 12.424 and p-value 0.133.

Conclusion:

Based on the results of the Chi-Square Test, it can be concluded that there is no significant relationship between the level of experience of employees and the attitude towards social media content, and the work culture of the employer. This suggests that regardless of experience, employees perceive the content of workplace culture in social media in the same way.

However, it is important to note that in 6 cells (40.0%) of the prepared table, the expected reading is below 5. The minimum expected number is 1.19. Although this may slightly affect the reliability of the analysis, the non-significant test results indicate that the relationship between level of experience and perceived content of workplace culture is not statistically significant.

Variable 3: Rewards & Recognition

Findings: The variable "Rewards and recognition" examines the possible relationship between employees' opinions about reward and recognition initiatives presented in social networks and their different experiences in the organization.

Chi-Square Test Results:

- Pearson Chi-Square Value: 19.705
- Degrees of Freedom (df): 8
- Asymptotic Significance (2-sided): 0.012

Interpretation:

The Pearson Chi-Square test statistic for Awards and Recognition is 19.705 with 8 degrees of freedom. The associated p-value is 0.012, which is less than the usual significance level of 0.05. This shows a statistically significant relationship between employee experience level and their perception of how they perceive the content of reward and recognition in social media.

Similarly, the likelihood ratio test gave a significant result with a chi-square value of 23.695 and p-value of 0.003.

Conclusion:

Based on the results of the Chi-Square Test, it can be concluded that there is a significant relationship between employee experience levels and attitudes toward reward and social media recognition content. This suggests that employees with different experiences may perceive rewards and recognition initiatives differently when they are presented on social media platforms.

However, it is important to note that cell 3 of the prepared table (20.0%) has an expected reading of less than 5 the smallest expected number is 1, 43. Although this may slightly affect the reliability of the analysis, the significant test results indicate that the relationship between experience level and perceptions of the content of rewards and recognition is statistically significant.

Variable 3: Employee Generated Content

Findings: The variable "Employee Generated Content" examines the potential relationship between employee perceptions of employee-generated content on social media and their differential experience within the organization.

Chi-Square Test Results:

- Pearson Chi-Square Value:
- 18.653 Degrees of Freedom (df): 8
- Asymptotic Significance (2- sided): 0.017

Interpretation:

The Pearson Chi-Square test statistic for employee-generated content is 18.653 with 8 degrees of freedom. The associated p-value is 0.017, which is less than the usual significance level of 0.05. This suggests a statistically significant relationship between employee experience level and perception of employee-generated content on social media.

Similarly, the likelihood ratio test yielded a significant result with a chi-square value of 20.624 and a p-value of 0.008.

Conclusion:

Based on the chi-square test results, we reject the null hypothesis. There is ample evidence that there is a significant relationship between employee experience levels and their attitudes toward employee-generated social media content. This shows that workers with different experience may interpret worker-generated content differently when presenting on social media platforms.

However, it is important to note that 5 cells (33.3%) of the prepared table are expected to have less than 5. The expected minimum is 1.43. Although this may slightly affect the reliability of the analysis, significant test results show that the relationship between experience level and perception of employee-generated content is statistically significant.

Variable 4: Interaction With Audience

Findings: The variable "Interacting with audiences" examines the potential relationship between employees' views on interacting with audience content on social media and their different experiences within the organization.

Chi-Square Test Results:

- Pearson Chi-Square Value:
- 21.434 Degrees of Freedom (df): 8
- Asymptotic Significance (2-sided): 0.006

Interpretation:

The Pearson Chi-Square test statistic for audience interaction is 21.434 with 8 degrees of freedom. The associated p-value is 0.006, which is less than the usual significance level of 0.05. This shows a statistically significant relationship between employee experience level and perceived social media audience engagement with content.

Similarly, the likelihood ratio test yielded a significant result with a chi-square value of 22.277 and a p-value of 0.004.

Conclusion:

Based on the chi-square test results, we reject the null hypothesis. There is ample evidence that there is a significant relationship between the level of employee experience and their attitudes towards engaging with social media audience content. This suggests that employees with different levels of experience may interpret audience engagement with content on social media platforms differently.

However, it is important to note that 5 cells (33.3%) of the prepared table have an expected reading below 5 and expected a minimum of 0.48. Although this may slightly affect the reliability of the analysis, the significant test results show that the relationship between the level of experience and the perceived engagement of the audience with the content is statistically significant.

Overall Conclusion:

In this large-scale study, we explore the complex relationship between different employee experiences and their perceptions of employer brand content on social media. Using Chi-Square tests strictly based on five key variables - diversity and inclusion, workplace culture, reward and recognition, employee-generated content and audience interaction - we seek to uncover meaningful insights into the dynamics of employer branding in the digital age. " Using statistical analysis, we found compelling evidence to support these assumptions, showing that employees interpret employer branding content differently based on their level of experience.

The findings highlighted the importance of tailoring employer branding strategies to meet employees with different experiences. In particular, we identified inclusive communication, a workplace culture promoting positive portrayal, effective reward and recognition communication, encouraging employee-generated content and an interactive audience.

By embracing these insights, organizations can develop more inclusive, engaging and supportive work environments that ultimately improve their ability to attract, retain and motivate top talent. In addition, our research highlights the central role of social media as an effective platform for shaping organizational culture and promoting employee engagement.

As organizations continue to navigate the complexities of the modern workplace, the findings provide valuable guidance for improving brand strategies an employer . through social media. By leveraging these insights, organizations can strengthen their employer brand, strengthen their reputation as an employer of choice and succeed in the competitive talent landscape of the digital age.

RECOMMENDATIONS

Diversity and Inclusion:

Implement comprehensive diversity and inclusion initiatives that strengthen a sense of belonging among employees at all experience levels.

Ensure diversity and inclusion messages are consistently reflected in employer brand content across social media platforms.

Encourage employee engagement in and publicize employee diversity and inclusion initiatives using content you create.

Workplace Culture:

Promote a positive work culture that values transparency, collaboration and employee respect.

Highlight the organization's unique culture through authentic stories and employee experiences on social media.

Provide opportunities for employees to participate in workplace culture initiatives and recognize their contributions through awards and recognition programs.

Rewards and Recognition:

Develop clear and transparent reward and recognition programs that celebrate employee achievements and contributions.

Post employee success stories and recognition events with engaging content on social media platforms.

Solicit employee feedback to ensure compensation and recognition programs are aligned their preferences and expectations.

Employee Generated Content:

Empower employees to create and share content that reflects their experiences, insights and achievements within the organization.

Provide training and resources to support employees in creating high-quality, engaging social media content.

Establish guidelines and policies to ensure that employee-generated content is consistent with the organization's values and brand identity.

Audience Engagement:

Promote meaningful engagement with your audience by quickly responding to comments, messages and polls on social media.

Create interactive content such as polls, quizzes and live QandA sessions to encourage engagement and dialogue with employees and stakeholders.

Track and analyze your audience engagement metrics to identify trends and opportunities to improve public engagement on social media platforms.

By implementing these recommendations, organizations can strengthen their social media employer brand and create a more inclusive, engaging and supportive work environment. for employees of all levels. These proactive actions not only improve an organization's reputation as an employer of choice but also increase employee satisfaction, retention and overall success in the digital age.

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Attachments

Variable 1: Diversity & Inclusion

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Experience * DiversityandInclusion	113	100.0%	0	0.0%	113	100.0%

			DiversityandInclusion				Total	
			Not Likely at all	Not Likely	Neutral	Likely		Very Likely
Experience	1-2 Years	Count	4	8	5	8	2	27
		Expected Count	1.4	7.2	5.7	10.5	2.2	27.0
	2+ Years	Count	1	13	3	22	5	44
		Expected Count	2.3	11.7	9.3	17.1	3.5	44.0
	Fresher	Count	1	9	16	14	2	42
		Expected Count	2.2	11.2	8.9	16.4	3.3	42.0
Total		Count	6	30	24	44	9	113
		Expected Count	6.0	30.0	24.0	44.0	9.0	113.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	20.230 ^a	8	.009
Likelihood Ratio	19.582	8	.012
N of Valid Cases	113		

a. 6 cells (40.0%) have expected count less than 5. The minimum expected count is 1.43.

Variable 2: Workplace Culture

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Experience * WorkPlace_Culture	113	100.0%	0	0.0%	113	100.0%

Experience * WorkPlace_Culture Crosstabulation

			WorkPlace_Culture					Total
			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Experience	1-2 Years	Count	0	2	6	11	8	27
		Expected Count	1.2	1.7	5.3	12.4	6.5	27.0
	2+ Years	Count	3	2	10	15	14	44
		Expected Count	1.9	2.7	8.6	20.2	10.5	44.0
	Fresher	Count	2	3	6	26	5	42
		Expected Count	1.9	2.6	8.2	19.3	10.0	42.0
Total		Count	5	7	22	52	27	113
		Expected Count	5.0	7.0	22.0	52.0	27.0	113.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
→ Pearson Chi-Square	10.900 ^a	8	.207
Likelihood Ratio	12.424	8	.133
N of Valid Cases	113		

a. 6 cells (40.0%) have expected count less than 5. The minimum expected count is 1.19.

Variable 3: Rewards & Recognition

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Experience * RewardAndRecognition	113	100.0%	0	0.0%	113	100.0%

Experience * RewardAndRecognition Crosstabulation

		RewardAndRecognition					Total	
		Unappealing	Somewhat Unappealing	Neutral	Somewhat Appealing	Very Appealing		
Experience	1-2 Years	Count	2	6	2	8	9	27
		Expected Count	1.4	6.5	7.2	6.0	6.0	27.0
	2+ Years	Count	0	9	11	12	12	44
		Expected Count	2.3	10.5	11.7	9.7	9.7	44.0
	Fresher	Count	4	12	17	5	4	42
		Expected Count	2.2	10.0	11.2	9.3	9.3	42.0
Total		Count	6	27	30	25	25	113
		Expected Count	6.0	27.0	30.0	25.0	25.0	113.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
→ Pearson Chi-Square	19.705 ^a	8	.012
Likelihood Ratio	23.695	8	.003
N of Valid Cases	113		

a. 3 cells (20.0%) have expected count less than 5. The minimum expected count is 1.43.

Variable 4: Employee Generated Content

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Experience * EmployeeGeneratedContent	113	100.0%	0	0.0%	113	100.0%

Experience * EmployeeGeneratedContent Crosstabulation

			EmployeeGeneratedContent					
			No Role	Minimal Role	Neutral	Significant Role	Very Significant Role	Total
Experience	1-2 Years	Count	1	7	8	10	1	27
		Expected Count	1.4	4.8	4.8	9.8	6.2	27.0
	2+ Years	Count	2	9	9	16	8	44
		Expected Count	2.3	7.8	7.8	16.0	10.1	44.0
	Fresher	Count	3	4	3	15	17	42
		Expected Count	2.2	7.4	7.4	15.2	9.7	42.0
Total		Count	6	20	20	41	26	113
		Expected Count	6.0	20.0	20.0	41.0	26.0	113.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
→ Pearson Chi-Square	18.653 ^a	8	.017
Likelihood Ratio	20.624	8	.008
N of Valid Cases	113		

a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is 1.43.

Variable 5: Interaction with Audience

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Experience * InteractionWithAudience	113	100.0%	0	0.0%	113	100.0%

Experience * InteractionWithAudience Crosstabulation

			InteractionWithAudience					
			Not important at all	not important	neutral	important	Very important	Total
Experience	1-2 Years	Count	0	3	5	12	7	27
		Expected Count	.5	3.8	6.0	12.4	4.3	27.0
	2+ Years	Count	2	11	14	13	4	44
		Expected Count	.8	6.2	9.7	20.2	7.0	44.0
	Fresher	Count	0	2	6	27	7	42
		Expected Count	.7	5.9	9.3	19.3	6.7	42.0
Total		Count	2	16	25	52	18	113
		Expected Count	2.0	16.0	25.0	52.0	18.0	113.0

	Value	df	Asymptotic Significance (2-sided)
→ Pearson Chi-Square	21.434 ^a	8	.006
Likelihood Ratio	22.277	8	.004
N of Valid Cases	113		

a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is .48.